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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

August 28, 1943

No. 21

Food Fights For Freedom Campaign Facts

Plans are being perfected for community mobilization in the drive to organize citizens' committees to carry out the Food Fights for Freedom Campaign to Produce....Share....Conserve....and Play Square. The goal is "AN ACTIVE COMMITTEE IN EVERY COMMUNITY". The committees will enroll every home....its members.... as Food Fighters For Freedom. The object? To shorten the war....To save livesTo secure a secure peace....and to do it with food!

It's an All American assignment -- for all Americans. Every citizen must know and understand basic food facts -- and join in the action to make food fight!

Materials for the campaign already on the way: Information Program Handbook. Distributed to USDA agencies, down to county level for Extension, FSA and AAA, with complete coverage for Nutrition Committees; also down OPA lines to local War Price and Rationing Boards; also by OWI and War Advertising Council to magazine and newspaper publishers, food trade, advertising agencies and national advertisers. Food Information Series No. 55. Accompanying copies of Information Program Handbook distributed to field, outlines plan for citizens' food mobilization committees in towns and cities. Emblem. Uncle Sam's hand holding a basket of food, with slogan "Food Fights for Freedom --- Produce and Conserve, Share and Play Square." Distributed by OWI and WFA to magazines, food trade journals, food editors of large daily newspapers, women's page editors. Advertisements. First set of three-a-month ads sent to daily newspapers with covering letter by Marvin Jones. Formula Folder. "A Call to Action -- How Industry Can Cooperate in the 'Food Fights for Freedom' Campaign," being distributed to food companies and other advertisers. Press Release, OWI 2360, August 20, 1943. Announcement of regional meetings with food trade, advertising agencies, large advertisers, newspaper and radio representatives. Slide Film. Presenting food program, being used at regional and advertising club meetings.

Materials in Preparation: Formula Folder for Food Trade. Will be distributed primarily to food outlets and eating places. Kitchen Pin-up. Will be distributed through retail stores. Store Posters. In 3 sizes, will be distributed to retail stores by National Biscuit Company. Car Cards. About 75,000 being distributed by OWI and WFA. 24-Sheet Posters. "To Speed Our Boys Home", will be printed, distributed and sold for local sponsorship by General Outdoor Advertising, Inc. Community Food Mobilization Handbook. Will be distributed to all communities. Ads for Trade Papers. One-a-month will be carried by most food trade papers. Article for Trade Papers. Article on food program will be sent to food trade papers. Article for Weekly Press, etc. Article on food program with one column mats of emblem---will be sent to OWI list of weekly, rural, labor and other newspapers. Retail War Campaigns Calendar. Feature on food program will appear in this service, which is prepared by and distributed to retail food stores, department stores, and other types of retail outlets. Ads for Newspapers. Additional ads in different sizes being prepared for September, October, and November.

CASH FOR SMALL COOPS CONTINUED--FSA will continue to make loans to low-income farmers to set up joint ownership groups services, it was determined last week, in an opinion from the Solicitor. Approximately 18,000 of these neighborhood groups services are actively aiding the war food production program by enabling small producers to use farm machinery, purebred sires and other services they otherwise could not afford.

The 1944 Appropriations bill specified that the FSA could not make loans to cooperative associations, or to individuals to pay dues to cooperative associations, or to buy stock in any cooperative associations except for medical, dental or hospital services. According to the Solicitor's opinion, it was not intended that this prohibition include joint ownership service loans, or the master borrower loan--by which an individual is enabled to get a piece of equipment or other facility which his neighbors may also use.

New School Lunch Program to be Launched. A campaign is coming up to focus the attention of parents, teachers, social and fraternal organizations, civic groups, etc., on the need for good school lunches. FDA issued released the week of August 16 on their aid program, and in a week or so FDA field workers will get a memo and complete information. They will also receive shortly, outlined promotion suggestions aimed at getting the program in full blast by school opening. Incidentally, the March publication "Hunger Quits School" is still a good source of background material.

Leaves--in your victory garden plans. Don't burn the fallen leaves when you rake the lawn this fall. Use them in preparing compost for next year's garden. Directions for making compost heaps can be obtained from your county agent--or write to the Extension Service of your State Ag College. This is a suggestion that should go to all victory gardeners in your state--get it to 'em on press and radio.

Leads on Labor....Food Info Series No. 57 is the latest background piece sent to the field to point up labor needs and show localities where demands will be critical during the month of September. Spells out in chart form the man hours needed for certain commodities in certain regions.

Canning Kit Coming. The kit on Rationing Controls for Home and Community Canning will include background statement and several types of radio scripts..sample interviews, and several shorts similar to the Home Maker Chats and Farm Flashes. These materials will go to Extension editors who will be asked to report reactions of local radio people as to the type of informational materials best suited to their needs.

Saving Small Supplies of Sweetpotatoes. Saving sweetpotatoes from spoilage during storage is an important task for the small gardener. The catch is they have to be cured the same way the large crops are cared for. Adapt Ag press release 403-44, containing directions for curing, for local use by press and radio.

This Week's.....PROGRAM PREVUE.....

FARM AND HOME

Monday, August 30: Ruth Van Deman -- "Green Vegetables in Wartime Meals", Victory Gardens -- Ernie Moore--"Planning Now for Next Year's Garden".
Tuesday, August 31: "Our Milk Supplies", Wallace Kadderly and W. C. Weldon, Assistant Chief, Dairy and Poultry Branch, WFA.
Wednesday, Sept. 1: "September Labor Needs", M. L. Wilson, Director of Extension.
Thursday, Sept. 2: No USDA participation.
Friday, September 3: No. 9 in the series - The Future for Which We Fight--"Jobs Mean Markets", Mordecai Ezekiel, Economic Adviser to the Secretary of Agriculture.
Saturday, Sept. 4: 4-H Club Program (Members from Texas, South Dakota, Pennsylvania report ways they have helped meet farm labor needs).

CONSUMER TIME

"YOUR INCOME TAX" will be presented by FDA, Saturday, September 4, over NBC (12:15-12:30 p.m. EWT).

This program is for the 15 million taxpayers who must file the new income tax declaration by September 15. The broadcast will tell how to make out the new income tax form and avoid mistakes.

The guest expert, Timothy C. Mooney, Deputy Commissioner of Internal Revenue, and Head of the Income Tax Division will discuss "pay-as-you-go" and answer questions about the tax problems of new taxpayers.

CONSUMER TIME interrupts its current nutrition series on the Basic Seven Food Groups in order to present "YOUR INCOME TAX" as a service to the millions of consumers who need expert advice on filling in the new tax forms.

REPORT ON RALLIES.....H.F.P.C.....EPISODE FOUR..

Agricultural Walton County, in central Georgia, becomes the first rural area in the United States to put over the Home Front Pledge Campaign. Credit for the drive goes to the business leaders of Monroe, the county seat, and to the County Extension agent and Home Demonstration agent working with members of the Walton County War Price and Rationing Board.

The drive will be highlighted Sunday evening, August 29, when sermons on the ethics of wartime price and rationing controls will be given in every church of the county. On Monday, OCD block leaders will obtain signers for the Pledge in Monroe, while county agricultural leaders will start a drive to enlist every rural family.

Later all schools, both White and Negro, will hold a three-day quiz contest on price and rationing with the assistance of the County Planning Committee which is conducting a campaign. Educational programs will be continued in the county schools throughout the year.

DEALER DELIVERY QUOTAS FOR MILK.

Another FDA campaign a-building--BIG one--an info drive to explain the coming food order controlling fluid milk distribution in designated areas, by setting up dealer delivery quotas. These quotas will in most cases be 100% of June, 1943 delivery. Big purpose of order is to prevent fluid milk sales from increasing, so that production of butter, cheese, evaporated milk and other manufactured milk products needed for civilian, military, and lend-lease requirements will not be curtailed. This will be a job, in the face of public clamor for more fluid milk and cream. An Info Series piece containing plain facts will be released soon.

In addition, national press, radio and magazine stuff will begin to roll the minute the order is signed.

FARMER, CUT THAT TREE -- but cut it right, and cut the right one. Lumber need for military and essential civilian uses is critical, so WPB and USDA are asking farmers to make their woodlands count more in the war. How a little extra effort by farmers will speed victory (and increase farm income) is told in Food Info. Series #58, August 26.